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#539

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好「評」應傳千里

——黃洪與他的臻善評估中心

The Business of Measuring Social Business

Wong Hung and his Good Impact Assessment Institute



本是以「社企」的名義邀請社會工作學系副教授黃洪做訪問，沒想到坐下不久，黃教授便說：「我們不用social enterprise（社會企業）這詞，我們做的是social business（社會事業）」。

社會效益為重

黃教授堅稱的「社會事業」一詞源自諾貝爾和平獎得主穆罕默德·尤努斯（Muhammad Yunus），尤努斯強調「社會事業」有別於「社會企業」，後者追求利潤與社會效益同時最大化，但「社會事業」則以社會效益為最高指標，經濟上只須維持營運即可。

黃教授指，他在香港見到不少社企被營利的目標束縛，無暇發揮社會影響力，「更壞的情況，則是商業文化的思維和模式透過這些社企滲透非政府組織和社區經濟。」他對此甚感憂慮。

在這背景下，黃教授及其團隊在2018年3月成功申請到中大「可持續知識轉移項目基金」的資助，於5月成立了臻善評估中心（Good Impact Assessment Institute，簡稱GIA）。在香港，大部分社會服務機構和非政府組織都需依賴公共或私人資助。資助方冀了解款項是否用得其所，便需要評估受資助機構。GIA的出現某程度上呼應了此需求，透過問卷調查、訪談、個案研究等科學方法，為不同機構提供評估服務。

在GIA成立之前，黃教授的團隊曾獲「知識轉移項目基金」資助，已在推動小型的項目評估，促進社區共融。從那時已在協力的伍朗希（現為GIA項目經理）舉例說明他們在評估時如何以社會效益為更高考量：「我們那時在做街市食物回收的社區調查，每一份問卷都由一位中大學生配對一位街坊共同去訪問商戶。街坊熟悉街市，容易與人熟絡；而大學生比較少進街市，不敢攀談，但他們非常清晰問卷的內容和目的。其實問卷由一個人去處理的成本是最低的，但我們很清楚，我們的目標是通過這種訪談員的配對促進不同群體的合作、溝通和了解。」

評之有道

GIA目前遵循的工作模型稱為「3M」。Measure（評估）是第一步。以GIA評估香港社會服務聯會（社聯）的「落得樓」樓梯機服務為例：樓梯機是一種機械裝置，幫助舊式樓宇裏行動不便的住戶上落樓梯。GIA首先會評估這一服務的成效，比如會否為服務對象提供更多生活便利，會否擴大他們的活動範圍，從而提升他們的整體福祉。

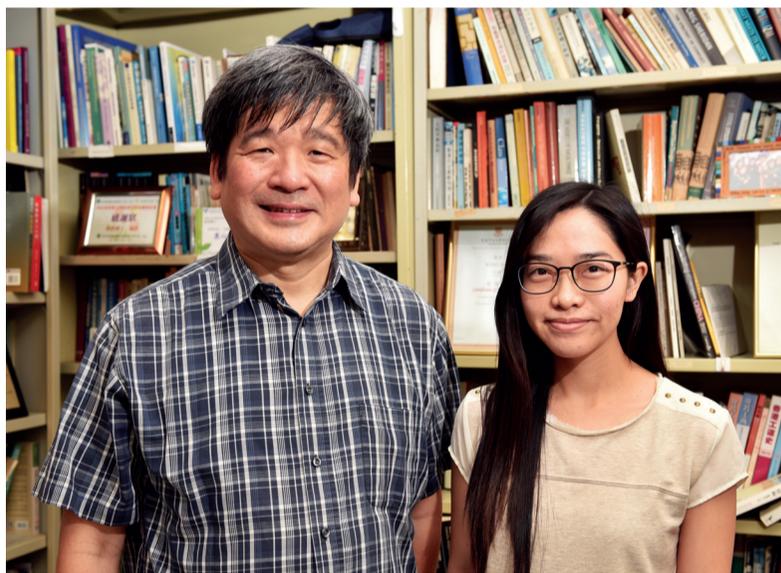
第二步是Manage（管理）。GIA並不止步於提供評估報告，而是希望通過初步評估，進一步促進資源的使用效益。黃教授如是解釋：

「我們觀察到，不少機構掌握資源有限，但同時日程忙碌，疲於奔命。在這種情況下，更加需要學習如何分配資源，確立優先次序，有的放矢。」

第三步是Maximize（擴大影響）。倘若GIA發現社聯的樓梯機項目行之有效，對服務群體、社區帶來長遠的積極影響，便會着力讓這個服務的經驗得到積累、分享和更廣泛應用。

「Maximize」點出的正是GIA不同於一般評估調查機構之處：GIA有自身的願景——「透過提供社會影響評估及諮詢服務，推廣具有社會效益的社創項目，以促進一個公義和可持續發展的社會」。因此，GIA也「揀客」，而非來者不拒。

黃教授所謂「揀客」的標準，是GIA是否認同所評估機構本身的願景，以及機構是否真心聆聽和接受GIA的意見，有意與GIA攜手帶來更大的社會效益。黃教授提及他們正在洽談的一個評估項目，便是來自一個在社區播映紀錄片的團體。GIA認同其理念和目標，因此儘管在行內還沒有相關評估研究，黃教授反而躍躍欲試：「相對傳統的社會福利評估，比如說某家庭服務中心的項目對於親子關係的改善效果，大多有現成的量表，也有不少機構在提供評估服務。但衡量觀看紀錄片如何影響觀眾的意識轉變尚未有先例。正因其困難和嶄新，GIA更會迎難而上。」



▲ 黃洪教授（左）及伍朗希小姐 Prof. Wong Hung (left) and Miss Latvia Ng

評之有效

學者參與社會從不是新鮮事，出身社會工作背景的學者尤為如此。對於黃教授而言，GIA同時象徵着一個公共學人的自我期許：「一所公立大學有其自身的社會責任，任職於公立大學的學者亦應以他的學術和研究去推動社會進步。大學學者當中需要有人對社會實況有在地的了解，否則做出來的評估只是流於表面，不能從真正貼地的語境和脈絡中提出深入的看法和到位的改善建議。」

循着這個想法，黃教授寄望GIA能成為培養新一代公共學人的平台，透過GIA累積對街坊、民間團體、非政府組織、政府乃至不同持份者的貼身認識，令研究有更大的社會輻射力。

訪談尾段，黃教授生起一番感慨：「當今香港年輕一輩的無力感很強烈，其實我自己也會有這樣的感覺。做GIA，或者通過GIA讓更多年輕人參與進來，其實也是面對這種無力感的一種方式，試圖在自己力所能及的範圍，盡量發放一點點影響。」

Associate professor **Wong Hung** of CUHK's Department of Social Work was invited to an interview to discuss 'social enterprises'. Shortly after sitting down, he clarified, 'We prefer not to use the term "social enterprises". What we do is social business.'

Social Benefits Above All

'Social business', coined by Nobel Peace Prize recipient **Muhammad Yunus**, differentiates from 'social enterprise' that pursues optimization of both profit and social benefits. 'Social business' maintains social benefits as its highest end. Rather than aiming for profit, it operates to remain financially viable.

Professor Wong highlighted that many social enterprises he came across in Hong Kong are fettered by a profit-making goal with little time to deliver social benefits. 'Worst of all, these social enterprises would become a conduct through which a purely business mind-set and model infiltrate NGOs and the community economy insidiously,' he said.

Professor Wong's team filed an application for the 'Sustainable Knowledge Transfer Project Fund' and successfully secured funding in March 2018 to set up the Good Impact Assessment Institute (GIA) two months later. Most of the social service organizations and NGOs in Hong Kong count on external funding—public or private—for survival. As funders want to know if their money has been put to good use, there is an increasing demand to reveal how the funded organizations fare. GIA's emergence has partially answered this need, as it provides assessments of different funding recipients through scientific methods including questionnaire, interview and case study.

Before GIA's inception, Professor Wong and his team secured financial backing from the 'Knowledge Transfer Fund' to assess small-scale projects with the aim of promoting inclusive community. Assisting with the work was **Latvia Ng**, a GIA project manager. She explained how social benefits were given more gravity in their assessments even then. 'When we were previously doing a community survey on a surplus food collection programme at a wet market, every CUHK student administering questionnaire surveys was paired with a neighbourhood resident to interview the shop tenants. Local residents knew how to get around the market and were on familiar terms with everybody there. Our university students seldom visited wet markets and were apprehensive of striking up conversations, though they were very clear of the survey content and goals. The cost of assigning one person to handle the surveys might be the lowest, but our goal of pairing interviewers was to promote cooperation and communication between groups.'

Assessment Protocol

GIA currently follows a '3 M' operation model. The first M stands for 'Measure'. A case in point is the institute's assessment of the 'stair climber' service initiated by the Hong Kong Council of Social Service (HKCSS) to help residents with mobility problems easily navigate the stairs of the old tenement buildings they live in. GIA evaluated the results of this initiative on whether it had given the target clients greater living convenience and whether they had been able to enjoy a broadened scope of activities,

hence enhancing their overall being.

The second phase is 'Manage'. GIA doesn't stop at providing assessment reports but goes a step further in helping organizations improve the efficiency at using their resources through preliminary assessment. Professor Wong explained, 'We've seen many organizations struggling with their daily operational routines, given the little resources at their disposal. This gives them more reason to learn how to allocate resources, establish priorities and conduct business with a well-defined objective in mind.'

The third step to take is 'Maximize' their influence. Take for instance the HKCSS 'stair climber' project again. If proven that its impact on target clients and the community was far-reaching and positive, GIA would share the case and implement it more extensively.

The step of 'Maximize' reveals GIA's uniqueness. GIA's vision is 'to promote the social impacts of innovative projects in building a sustainable and just society through the provision of social impact assessment and consultation.' Therefore, the institute will screen its customers, instead of accepting all business offers with no questions asked.

Professor Wong's so-called 'customer selection' criteria take into account of whether GIA identifies with the vision of the organization requesting assessment, whether it will genuinely listen to and accept GIA's suggestions and be willing to cooperate to reap greater social benefits. He disclosed that his team is negotiating for an assignment to assess a group that screens documentary films in the community. Its vision and goals resonate with GIA. Although there exist no assessments and research studies of a similar kind, Professor Wong is willing to give it a try. 'Rating scales are readily available for the majority of conventional assessments, as with family services projects done to improve parent-child relationships, for example. There's also no lack of agencies doing such assessment work. But evaluating how documentary viewing can change audience awareness has not been undertaken before. There are no earlier references to draw on. Given the complexities and novelty the project offers, GIA is doubly determined to rise to the challenge.'

Platform for Public Intellectuals

It is not uncommon for academics to participate in social activities. This is particularly true for scholars with a social work background. In Professor Wong's opinion, GIA embodies the self-expectations of public intellectuals. 'A public university has its own social responsibilities to fulfil. Intellectuals employed at these institutions should use their academic knowledge and research work to drive social progress. There's a necessity for some of them to command on-the-ground knowledge of society's operation. Otherwise, the assessments they turn in hold only superficial value and fail to raise real insights and practical improvement recommendations.'



▲ 學生與街坊配對在樂富街市訪問商戶
Students team up with the neighbourhood residents to interview tenants at Lok Fu Market



▲ GIA評估項目之一：香港社會服務聯會「落得樓」服務的樓梯機裝置
A 'stair climber' installation in a HKCSS-led service initiative assessed by GIA

Continuing this line of thought, Professor Wong pinned his hopes on GIA becoming a platform to groom a new generation of public intellectuals, using its intimate and cumulative knowledge of neighbourhood residents, civic groups, NGOs, the government and other different stakeholders to further the social reach of research projects.

As the interview drew to a close, Professor Wong said with a tinge of melancholy: 'Nowadays, many of the Hong Kong young people are feeling hopeless and dispirited. Sometimes I feel the same way too. Working at GIA enables us to get more young people to be involved in our work and this, in fact, is a good way to handle our agony and create as much impact as we can.'

逸夫書院聚會系列 Shaw College Assembly Series

逝者如斯， 而未嘗往也

The Unwaning Legends

▷ 查良鏞
Louis Cha



◁ 劉以鬯
Liu Yichang
仇志強
Chow Chee-keong
鄧文懷
Raymond Chow

月前，逸夫書院舉行「逝者之思：時代的回音」書院聚會系列，緣起自2018年多位與香港關係密切的人物先後離世。主責策劃四個講座的蔡子強老師說：「一群書院老師和同事都說，這些人士不單出名，也象徵了香港一個黃金年代。現在的同學對他們可能感到陌生，如果邀請有份量的講者講述他們的生平，也講他們的年代，或可助同學了解到香港年代改變的軌跡。」

3月8日的首場聚會「仇志強和那些年的香港球壇」，邀請教育大學副校長、「資深球迷」呂大樂教授主講。年僅十五便入選馬來西亞國家隊的大馬華人球員仇志強（1948–2018），五度獲選亞洲最佳門將，在七八十年代先後參與多個香港球會，而於1971至1974年效力南華期間達到事業巔峰，與香港球壇最鼎盛的年代互為呼應。

呂大樂分析當年香港球壇興旺的原因，「其一是班主樂於投資，球隊表現理想，班主覺得光彩，又投資更多。」霍英東以七八千元月薪力挖仇志強加盟東昇，成為一時話題。班主斥資請國際球星訪港或加盟，港球迷乃得見比利和碧根鮑華等巨星。其二是經濟模式，「當年球迷還可以下班後吃碗麵才『睇夜波』，坐滿政府大球場。現在有多少人可以在七時之前下班？」

球會興盛，制度和規劃卻未能配合。訓練場地匱乏，從未有球會考慮成立公司，上市發展。一旦班主失去興趣，球隊便要解散。適逢九十年代電視廣播球賽蓬勃發展，遂轉變了觀賽習慣和欣賞水平，潰散了本地的足球文化。

吳靄儀博士主講「金庸與八十年代」時指出，查良鏞（1924–2018）和金庸以及其小說中人物實屬兩個不同的世界。

她先略述七八十年代香港的社會政治概況，包括中英談判，中英聯合聲明的誕生，以及基本法起草。查在1985年獲委任為基本法起草委員，曾提出協調性的「雙查方案」。

查良鏞1948年來港，1955年起以筆名金庸在十五年內寫作十多部武俠小說，吳博士形容為讓在殖民地寄人籬下者得以保持與中國文化的聯繫，海外華人得到中國文化的養分。他筆下的英雄俠士重義輕財，徘徊於出世入世之間，往往在歷史轉捩點成就了道德自主，變成為國為民的俠之大者。

金庸曾評說沒有民主制度，浪漫英雄只有殉道一途。因為君要臣死，臣不得不死。明將袁崇煥遭崇禎凌遲處死便是明證。然而，《鹿鼎記》中康熙自詡雖非堯舜禹湯，惟愛民勵治，勝過所有明朝皇帝，何解偏要反清復明。作者儼然隱喻：國家如統治得繁榮穩定，為何一定要改變？

吳博士最後引述《明報》社評，帶領聽眾透析查良鏞是否很多人心目中的查大俠。查雖然多次提到香港人渴望自由開放社會，說人權法治會促進經濟穩定繁榮，然而他亦曾清晰表明香港不具備實行民主的條件，並稱如果實行民主，將破壞目前的穩定繁榮和生活方式。

中國語言與文學系黃念欣教授主講的「所有的記憶都是潮濕的——劉以鬯與香港文學」，講題出自劉以鬯（1918–2018）先生名作《酒徒》。

劉以鬯1948年來港，一生筆耕五六千萬字，今天出版的不過三百萬字，其餘的他斬釘截鐵絕不傳世。那是為娛樂別人而寫的，包括大量三毫子小說，有神怪武俠，也有言情、豔情甚或色情。娛樂別人，他才可維持生計，從事為娛樂自己而寫的創作。佳作如《酒徒》、《對倒》，黃念欣形容為「有前衛的現代主義手法，新穎的版面設計。」然而研究香港文學不能只重高雅，更需兼顧俗文學。

「潮濕」一詞令人浮想聯翩。黃念欣認為首先當然是那些衝擊道德底線的文字，她認為這有助我們了解，在文學求索的路上，劉以鬯要付出怎樣的代價以求存，才最終達到其崇高的文學地位。當年文壇禁區不多，然有「經濟審查」——文字賣不到錢，會給過濾，停掉連載小說和專欄。

另一聯想是骯髒與污垢，即小說所記錄的香港社會面貌。《酒徒》裏被社會遺棄屈辱的文人，用酒來沖洗掙扎於雅俗文學之間的痛苦，與他相濡以沫的是同樣受唾棄的舞女。

資深電影研究者和評論家蒲鋒先生以「鄧文懷——嘉禾及其打出的電影一片天」為題，分析1970年成立的嘉禾電影公司為何能在短短十數年間，結束香港電影業由邵氏兄弟公司獨霸的局面。

蒲鋒認為首要是盡得天時。嘉禾耗資跟邵氏打版權官司，險因此消滅於萌芽狀態。幸而力捧李小龍，票房大捷，不但解了財困，還站穩了陣腳。

知己知彼是鄧文懷最大實力。他1958年加入邵氏，由宣傳主任至獨攬製片大權，深切了解邵氏的成功也造成弱點：主力起用最賺錢的員工，墨守成規，受忽略者有才難抒，自然心生叛逆。鄧遂另起爐灶，聚集這些欲求明主的導演、編劇、演員，銳意革新，迸發火花。

鄧氏善於進取求變。成本有限，他引入分紅等新合作模式。1973年李小龍猝逝，嘉禾遽失最大資產。然而，他看準許氏兄弟在電視掀起的粵語諧謔熱潮，邵氏仍固執於製作國語片之際，嘉禾的雙星電影系列已成功攻佔粵語片地盤。邵氏還在重用五十年代出身的臺灣派導演，嘉禾已開始培育本地年輕人才如吳宇森、洪金寶，帶來創新。

觀眾問這樣的成功經驗可否複製，蒲鋒對以「人不能兩次踏進同一條河流」。七八十年代香港比東南亞所有地區都更有創作自由，然而臺灣解嚴之後即迎頭趕上，南韓、中國大陸、泰國的市場也不再予取予攜。周邊環境不斷變遷，香港電影要再創新高，也得靈活變通。

文/盧惠玉

2018 saw Hong Kong bid farewell to many illustrious personalities whose lives are deeply intertwined with the city. An admirable attempt to pay tribute to these extraordinary lives and times was made by the Shaw College's four-part assembly series 'Great Lives, Great Ideas: Echoes from the Past'. Mr. **Ivan Choy**, the mastermind of the retrospective, said, 'Not only are these personages well-known, but they signify the golden age of Hong Kong. Our students may feel unfamiliar with these giant silhouettes of the past century, but if we invite experts to illuminate their lives and the era they shaped, students could gain insight into the evolution of our home city.'

The inaugural talk, 'Chow Chee-keong and His Football Era', was delivered by Prof. **Lui Tai-lok**, Vice President of The Education University of Hong Kong and a self-proclaimed football fan on 8 March. Chow Chee-keong (1948–2018), the Malaysian-Chinese footballer who was considered Asia's greatest goalkeeper, reached the pinnacle of his career from 1971 to 1974 as he played for South China in the local league. The football craze then, Professor Lui says, had to do with the willingness of club owners to invest in the teams and the economic model at that time—when people went off work early enough to go and watch football matches. The owner-centric system, however, proved both boon and bane, as the team's survival depended much on the owner. The rise of televised football in the nineties also changed watching habits, dealing the last blow to the local football ethos.

In her talk on 'Jin Yong and the Eighties', Dr. **Margaret Ng** draws a fine distinction between Louis Cha (1924–2018) the intellectual and Jin Yong the novelist. His 15 martial arts novels, produced under Cha's pen name Jin Yong in 15 years since 1955, create an imaginary homeland where the Chinese diasporic subjects may reconcile themselves to their Chinese roots. And a romantic world it is, where ideals like honour and fidelity reign, and the heroes actualize themselves as moral and spiritual agents at the turning points of history. Contrary to the aspiration for freedom Jin Yong demonstrates, Cha the newspaperman takes a more conservative stance. He asserts democracy does not sit well with Hong Kong and is going to wreak havoc on the city's prosperity and way of life.

Next, Prof. **Wong Nim-yan** of the Department of Chinese Language and Literature reveals the promiscuous side of Liu Yichang (1918–2018)'s writerly career in 'All Memories are Sodden: Liu Yichang and Hong Kong Literature'. To survive on the margins of life and make room for penning his experimental novels—amongst them *The Drunkard* and *Intersection*, Liu made the compromise of producing a plethora of romance and erotic dime novels. The study of Liu's erotica, Professor Wong thinks, will land us in an advantageous position to understand the sacrifices the writer had to make in order to follow his vocation.

Beyond these men of letters, the series also ventures into the movie realm by having esteemed film critic and researcher Mr. **Po Fung** recount the success story of Raymond Chow (1927–2018), the legendary film producer who re-enacted the story of David and Goliath. Golden Harvest, the film company founded by Chow in 1970, effectively ended Shaw Brothers Pictures' decades-long grip on the industry and market. Mr. Po ascribes the movie mogul's success to his discovery of Bruce Lee, the martial arts superstar who lifted the company's fortunes, the absorption of talents from Shaw Brothers, flexible modus operandi like the dividend model, and the making of Cantonese movies that resonate with the Cantonese-speaking public. The big names we know nowadays, including **John Woo, Sammo Hung, Jackie Chan** and **Michael Hui** are spotlighted by this much revered 'godfather of the Hong Kong film industry'.

When asked if such a success story can be replicated, Mr. Po plainly says 'no man ever steps in the same river twice'. One can, however, take home an important lesson from Chow: to play to the winds coming in whatever direction, and zigzag diplomatically to the goal. 📺

Translated by Amy Li



宇宙的美好缺憾

Beautiful Asymmetries in the Universe



「在我眼中，宇宙是美好的，但我們看到的，遠比看不到的少，實是缺憾。故此，我將講座的題目定為『宇宙的美好缺憾』。」物理系朱明中教授在「智慧的探索」公開講座系列第四講說。

講座於5月24日舉行，朱教授從初中開始熱愛天文學，一直追尋宇宙中最微小的粒子。他說：「隨着在希格斯玻色子、暗物質、暗能量、黑洞、中微子和重力波的新發現，基礎物理學研究踏入黃金歲月，有助探索宇宙萬物的起源。」

朱教授指出，上述的前沿研究也有不少中大人身影，「我們參與了大亞灣中微子振盪實驗，見證了新類型電子類中微子轉換模式的發現；又加入位於瑞士歐洲核子研究中心的ATLAS大型國際粒子對撞實驗組，團隊更獲大學教育資助委員會第八輪卓越學科領域計劃撥款約七千八百萬港元支持，擴展在ATLAS的工作。自2011年起，每年暑期分別有兩名本科和五至六名研究生在歐洲核子研究中心做研究。」

‘The universe is beautiful. It’s regretful that what we cannot see is far more than what we can. That’s why I used “Beautiful Asymmetries in the Universe” as the title of the lecture,’ said Prof. Chu Ming-chung, Department of Physics. This marked the fourth lecture of ‘The Pursuit of Wisdom’ Public Lecture Series, held on 24 May.

Professor Chu fell in love with astronomy when he was a junior secondary student. Since then, he has continued studying the smallest particles in the universe. He explained, ‘The new discoveries of Higgs Boson, dark matter, dark energy, black holes, neutrinos and gravitational waves pushed the study of fundamental physics into a golden age, paving the way towards understanding the origin and structure of matter.’

He pointed out that CUHK researchers and students are active in participating in groundbreaking research. ‘We took part in the Daya Bay Reactor Neutrino Experiment and discovered a new type of neutrino transformation. By participating in the ATLAS experiment, which is based at the European Organization for Nuclear Research (known as CERN), we study the fundamental structure of matter. Our team has recently been awarded funding in excess of HK\$78 million from the Areas of Excellence Scheme under the University Grants Committee. Starting from 2011, two undergraduates and five to six postgraduate students are granted research opportunities during a summer with CERN.’

虛擬實境豈止遊戲

Applying VR on Mental Health Research



虛擬實境科技大行其道，應用愈趨普及。中大創先河與AXA安盛及Oxford VR聯手開展研究計劃，於香港應用虛擬實境作臨床測試，以管理各種工作及生活常見的精神健康問題，包括迴避社交、焦慮及抑鬱徵狀。該研究計劃將提供多個專門設計的情境，並設有英語及廣東話版本。

(左起) 中大副校長張妙清教授、AXA安盛亞洲區行政總裁韋國敦及Oxford VR行政總裁Barnaby Perks於4月29日簽署合約。計劃將廣邀公眾參與，預計於2020年完成，詳情將於6月公布。

CUHK, AXA Hong Kong and Oxford VR joined hands to pilot the first-of-its-kind clinically-validated trial in Hong Kong using the virtual reality (VR) technology platform for managing common mental health issues, such as social avoidance, anxiety and depressive symptoms in people’s daily lives and work. A variety of specially-designed scenarios offered in both English and Cantonese will be developed for the trial.

(From left) Prof. Fanny M.C. Cheung, Pro-Vice-Chancellor, CUHK; Mr. Gordon Watson, CEO, AXA Asia; and Mr. Barnaby Perks, CEO, Oxford VR signed the contract on 29 April. The pilot scheme will recruit the public to participate and is expected to be completed next year. Programme details will be announced in June.

遊走於刀鋒和筆尖間

The Scalpel and the Brush



▲ 左起：吳國偉教授、趙偉仁教授、嚴秉泉教授及黃鴻亮教授
From left: Enders Ng, Philip Chiu, Anthony Yim and Randolph Wong

要比較外科醫生和畫家間的共同處，除了銳利的觀察和穩定的雙手，還有甚麼？黃鴻亮教授補充，是專注各項細節、確保由構思至執行的步驟無誤，且要心無旁貸追求理想的結果。

黃教授聯同醫學院外科學系的趙偉仁教授、吳國偉教授及嚴秉泉教授，於5月10及11日在香港會議展覽中心舉行的2019微創外科國際會議場外，展示了他們的畫作。

趙教授是知名的嶺南派畫家，吳教授則集各派書法之大成。黃教授擅於油畫，並愛以畫畫來鍛煉自己。嚴教授剛剛退休，全心投身藝術創作。他們同是以一顆赤子之心用手術刀救急扶危，另一方面又通過畫筆展現所思所感。

除了展示各自的擅長，四位教授亦展出以「手術室」為主題的作品，藉着不同媒體和混合手法，側寫外科醫生在手術室內一面。

Besides sharp eyes and steady hands, what do surgeons and painters have in common? According to Prof. Randolph Wong, attention to detail, careful management of an entire process from inception to execution, and a single-minded pursuit of a desired outcome.

Professor Wong was one of the four CUHK surgeons who put their artistic output on display at the Art Exhibition by Surgeons held alongside the iMISC (International Minimally Invasive Surgery Conference 2019) at the Hong Kong Convention and Exhibition Centre on 10 and 11 May. The others were Prof. Philip Chiu, Prof. Enders Ng and Prof. Anthony Yim.

Professor Chiu is an accomplished artist of Chinese traditional painting in his own right. Prof. Ng has effortlessly mastered many styles and schools of Chinese calligraphy. Professor Wong’s medium is oil and he uses it to mimetic perfection. Professor Yim has just retired and is devoting himself full-time to furthering his artistic interest. All are united by a passion for saving lives with their scalpels and expressing how they think and feel with their brushes.

In addition to works of their respective genres, they exhibited one collaboration, ‘The Operating Suites’, a composite painting of mixed media on cardboard depicting an oblique reflection of surgeons’ life in the operating theatre.

創業者聯盟

League of Entrepreneurs

「香港中文大學校友傳承基金」於5月10至11日舉辦「中大創業日」，透過講座、工作坊、初創項目展覽以及今年新增的「日內瓦國際發明展得獎項目巡禮」，傳遞最新創業資訊，展示新穎創業項目。

首日亦舉行第三屆「中大創業大賽」決賽，由最後五強爭奪超過十萬港元獎金獎品。最終由研發線上客服機械人的柏拉美有限公司、創建全球潛水員社群的深圳市蒟果創新科技有限公司，以及研發穿戴式血壓手環的智感科技有限公司，分別榮獲冠亞季殊榮。

CUHK Entrepreneur Day 2019 was held by the CUHK Alumni Torch Fund on 10 and 11 May. Talks, workshops, startup exhibitions and a showcasing of award-winning projects in the International Exhibition of Inventions of Geneva were organized to inform the public of the latest entrepreneurial trends and startup ideas.

The CUHK Entrepreneurship Competition, now in its third year, took place on the first day, with five finalists competing for over HK\$100,000 worth of prizes. Parami Co. Ltd., a software company specializing in chatbots and automated customer service, took home the championship. First and second runners-up were Deepblu Inc, an online scuba diver community, and Intelligent Sensing Limited that produces wearable devices for blood pressure measurement, respectively.





法語演講比賽三連霸

Three Wins in a Row

中大生第三度於珠江三角洲校際法語演講比賽稱王，語言學及現代語言系法語副修生杜曦彤（哲學四年級）於3月23日在深圳大學舉行的第十屆比賽中勇奪冠軍，並獲全額資助於今年夏天前往法國里昂參加為期四周的法語課程。比賽由法國駐廣州總領事館、法國駐港澳總領事館及港澳法語教師協會合辦。



To Hei-tung Elizabeth (Philosophy, Year 4), a French minor in the Department of Linguistics and Modern Languages, clinched the top prize in the 10th Pearl River Delta Interuniversity French Speech Competition held in Shenzhen University on 23 March. It was the third year in a row that CUHK students won the championship. Elizabeth was awarded a fully-sponsored four-week language immersion course in Lyon, France in the summer of 2019. The competition was co-organized by the Consulate General of France in Guangzhou, the Consulate General of France in Hong Kong and Macau, and the Association of French Teachers in Hong Kong and Macau.

為港樂譜新章

Composing for Hong Kong Philharmonic Orchestra

音樂系講師陳啟揚博士（左）及校友譚樂希（右）獲香港管弦樂團邀請，為其新樂季譜寫新曲，陳博士的作品將於今年11月在上海首演，其後在香港再演兩場。譚樂希正於美國印第安納大學積可斯音樂學院修讀作曲博士學位，他的作品則於明年1月在港首演。



Dr. Chan Kai-young (left), lecturer of the Department of Music, and Alvin Tam Lok-hei (right), an alumnus of the department, were commissioned to compose for the Hong Kong Philharmonic Orchestra's 2019-20 season. Dr. Chan's work will be performed in the orchestra's China tour in Shanghai in November 2019, with two subsequent performances in Hong Kong. Currently a doctoral candidate at Indiana University Jacobs School of Music, Alvin's work will be premiered in their subscription concerts in January 2020.

新法減慢兒童近視加深

Attempt on Reducing Children's Myopia Progression

醫學院眼科研究團隊於2016年開展為期五年、共四個階段的全球首個以低濃度阿托品眼藥水控制兒童近視加深的研究，首階段研究對象是四百三十八名四至十二歲的兒童，結果顯示低濃度阿托品眼藥水可減慢近視加深速度高近七成，且副作用少，相關發現已刊登於國際期刊*Ophthalmology*。團隊將開展第二階段研究，以進一步了解該眼藥水的長期療效和安全性，以及預防近視的可能性。

The ophthalmology team of the Faculty of Medicine launched the world's first 'Low-concentration Atropine for Myopia Progression (LAMP)' study in 2016. A total of 438 children aged four to 12 years with myopia were recruited for the five-year study which comprised four phases. Findings from the first year revealed that low-concentration atropine eye drops could reduce myopic progression for school children by up to nearly 70%, with much reduced side effects. These findings have been published in the journal *Ophthalmology*. The team is about to launch the second phase of the study to further investigate the efficacy and safety of long-term use for the low-concentration eye drops and their roles for preventing the onset of myopia.

一心橋贏國際嘉許

Yi Xin Bridge Wins International Acclaim

由中大、清華大學、重慶交通大學及重慶大學合作，在重慶杜家村建設的竹橋項目「一心橋」，因其在環保、可持續發展、農村公益和創新技術方面的卓越理念和成就，獲英國皇家特許測量師學會頒發2019年中國年度大獎的可持續發展成就項目評委會特別獎。「一心橋」跨度達二十一米，寬三米，可使用橋面寬兩米，以超過七百條毛竹建造而成，是目前全中國跨度最大的農村現代竹橋。



The Yi Xin Qiao bridge project in Dujia Village, Chongqing, has been awarded the Jury's Award of Sustainability Achievement of the Royal Institution of Chartered Surveyors Awards China 2019 for its outstanding ideas and achievement in environmental protection, sustainable development, rural public welfare and innovative technologies. CUHK, Tsinghua University, Chongqing Jiaotong University and Chongqing University collaborated on this project. Measuring 21 m long and 3 m wide, with a usable surface of 2 m wide, and constructed with 700 moso bamboos, the Yi Xin Qiao bridge is the longest among modern bamboo bridges in the rural mainland.

宣布事項 / ANNOUNCEMENTS



新任協理副校長

New Associate Vice-President

大學委任李康善博士為協理副校長（創新及企業），由2019年5月27日起生效，任期三年。

The University has appointed Dr. Daniel H.S. Lee as Associate Vice-President (Innovation and Enterprise) for a period of three years from 27 May 2019.



「天灸療法」保健運動 2019

Natural Moxibustion Health Campaign 2019

為促進市民健康，中醫學院將於7月中旬至8月中旬舉行冬病夏治「天灸療法」，為大家提供敷貼治療，報名詳情如下：

To promote health of the public, the School of Chinese Medicine will launch a Natural Moxibustion Campaign from mid-July to mid-August 2019. Details are as follows:

日期 Date	初伏 First dose 12.7.2019	中伏 Second dose 22.7.2019	末伏 Third dose 12.8.2019
時間 Time	9:30 am – 4:30 pm		
地點 Venue	香港中文大學中醫專科診所暨臨床教學中心 CUHK Chinese Medicine Specialty Clinic cum Clinical Teaching and Research Centre		
費用 Fee	HK\$540		
報名 Registration	https://clinic.scm.cuhk.edu.hk/clinic/nm_index.aspx 10.6.2019 (10 am)		
查詢 Enquiries	3943 9933		

公積金計劃投資回報成績

Investment Returns of Staff Superannuation Scheme

基金 Fund	4.2019		1.5.2018 – 30.4.2019	
	未經審核數據 Unaudited	指標回報 Benchmark Return	未經審核數據 Unaudited	指標回報 Benchmark Return
增長 Growth	2.82%	2.50%	2.87%	1.90%
平衡 Balanced	1.84%	1.87%	0.90%	2.46%
穩定 Stable	0.63%	0.46%	-0.06%	0.94%
香港股票 HK Equity	1.95%	1.81%	-2.38%	-1.77%
香港指數 HK Index-linked	2.21%	2.25%	-0.60%	-0.26%
A50中國指數 A50 China Tracker	3.90%	4.07%	4.00%	8.37%
港元銀行存款 HKD Bank Deposit	0.17%	0.07%	1.79%	0.82%
美元銀行存款 USD Bank Deposit*	0.17%	0.04%	2.67%	1.10%
澳元銀行存款 AUD Bank Deposit*	-0.79%	-0.91%	-4.55%	-5.98%
歐元銀行存款 EUR Bank Deposit*	-0.26%	-0.25%	-7.41%	-7.21%
人民幣銀行存款 RMB Bank Deposit*	-0.10%	0.19%	-3.87%	-4.60%

強積金數據請參閱：

www.cuhk.edu.hk/fno/chi/public/payroll_benefits/mpf.html

For MPF Scheme performance, please refer to:

www.cuhk.edu.hk/fno/eng/public/payroll_benefits/mpf.html

* 實際與指標回報已包括有關期間內之匯率變動

Both actual and benchmark returns include foreign currency exchange difference for the month



電腦鑑賞與人工品味 When AI Becomes AT (Arbiter of Taste)



有句老話：「蘿蔔白菜，各有所愛。」意指品味一事純屬主觀，個人好惡無法作出科學分析，更難以量化或以算式推演。高科技、大數據或人工智能往往無用武之地。

但人性總愛評頭品足，而且在新經濟中人人都得扮演評判。當你召喚Uber車，司機資料必包括乘客評分，到了下車後，程式也會自動邀請你為服務打分數。

Airbnb的業主與租客也互相品評一番。租客如果持續得到負面評價，有機會影響以後獲得提供居所的機。

品味研究員兼eBay首席科學家Hugo Liu，以人工智能方法找出人們選擇食物、音樂、服飾、配偶以至嬰孩名字的潛在法則。他創立的ArtAdvisor平台，結合機器學習與剖析品味的人工智能，以求得出藝術家精確的造像以及市場價值。

就連一向由鑑賞專家主導、交易動輒千萬的藝術品市場，也開始對高科技注意起來。有人倡議成立中央藝術品登記冊，以區塊鏈技術保存及傳遞有關藝術品出處、收藏、狀況及買賣等資料，以便對市場上各方人士做到透明公正。

今年1月，蘇富比收購了Thread Genius，只因其圖案識別算式可以找出與數碼圖像相近的圖像，加上之前收購的Mei Moses index（一個載有超過五萬個在拍賣會轉手的藝術品圖像的數據庫），目的是研發以人工智能技術向客戶提出關於藝術品的快速及客觀推薦。

另一個藝術評鑑網站mearto.com，利用拍賣會收集來的龐大數據庫及高解析度影像，為客戶提供網上藝術品評鑑。它的網站有一句話：「今時今日，一件藝術品值多少，多是由人與機器合作來評定的。」

中大藝術專修與館藏一向為人稱道，機器學習更是近年重點研究領域之一。以科學的標尺捕捉變幻莫測的美感經驗，應是理所當然，也是莫大挑戰。

One man's meat is another man's poison. As the Latin maxim *de gustibus non est disputandum* goes, there is no right or wrong in the matter of taste, and no one's preference is better than another's.

Human taste is often considered too intractable to be subject to quantification or algorithm, hence off-limits to Technology, Big Data or AI.

But evaluation is also at the heart of the new economy. When you look for an Uber, you are given the recommended driver and his rating. After you complete the journey, you will in turn be invited to rate his service.

Airbnb hosts and guests evaluate each other, too. A guest who has received consistently bad ratings from landlords may have difficulty finding future accommodations.

Hugo Liu, a taste researcher and principal scientist of eBay, has employed AI methods to discover hidden patterns in people's choice of food, music, fashion, spouses and even baby names. His startup platform ArtAdvisor combines machine learning and taste-based AI to arrive at concise and actionable profilings of artists.

Even the multibillion-dollar art market, which used to be under the sway of cognoscenti, is tiptoeing around the door of Big Tech. Some advocate for the establishment of a central registry of art objects enabled by blockchain technology so that provenance, ownership, condition and transaction history can be rendered accurate and transparent for all players on the market.

In January, Sotheby's bought Thread Genius, a pattern recognition startup whose algorithm can identify similar objects based on digital images. Sotheby's will develop it in conjunction with another acquisition, the Mei Moses index, a database of over 50,000 images of works previously sold at auctions, for making AI-based recommendations on art to its clients.

The Denmark-based mearto.com is another art evaluation website that uses extensive databases on auctions and high resolution imagery to provide online appraisal. A statement on its website speaks of the art world entering the age of artificial intelligence: 'Nowadays, appraisals are nearly always the result of a partnership between man and machine.'

CUHK has a reputable fine art discipline and museum facilities and machine learning is one of its strategic strengths. It is not inconceivable that it will in time become a centre for the arbitration of taste.

T.C.



硯田心跡 Soul of Scripts



Source: S.H. Ho College

書法如品酒，年資愈久愈醇厚。善衡書院於2月起展出著名書法及篆刻家李剛田教授（左）的三十幅直幅、橫幅、方幅、扇面和篆刻。李氏筆耕硯田近六十載，細看每幅作品，恍若隨他信步遊走書法大觀園。

展覽涵蓋甲骨文、篆書、隸書、楷書及行書作品，篆刻有《墨戲》、《一片冰心在玉壺》等。篆刻藝術既表現篆書的簡樸，又反映藝術家的刀工。端詳李氏修長、對稱又圓潤的小篆「墨」字，流暢自然。是次展出的篆刻是他六十五歲時的作品，能雕琢力度均勻又清晰的線條，實在難得。

由於父親從事文物工作，李氏自幼接觸秦磚漢瓦，對書法篆刻的興趣油然而生，十多歲便借人家的字帖練習，也臨摹魏碑和清代篆書等，浸淫日久，各家字體和筆法深烙腦海。他說：「寫書法不應求名利，而是從容、率性地寫，才能領悟中華文化的博大精深。」

我欣賞李氏書法雄渾古樸。他曾言，書法已由文以載道的「書齋時代」步向形式至上的「展覽時代」，「有人表演舞蹈書法和音樂書法，不過當書法變成行為藝術，甚至形式大於內容，如何助人修身養性？」

Calligraphy is akin to wine appreciation. Vintage means quality. S.H. Ho College has been showcasing 30 calligraphy works and seal carvings of the renowned Chinese calligrapher and seal engraver Prof. Li Gangtian (left) since February. Li has been in the ink world for almost six decades. Viewing his work was like taking a stroll in a garden of calligraphy.

The exhibition showcases his calligraphy works in oracle bone, seal, clerical, regular and running scripts. His seal carvings include *Ink Play* and *A Pure Heart in a Jade Vase*. Seal engraving is an art that straddles the script's simplicity and the artist's engraving skills. The slender, balanced and round seal character 'ink' impressed me with its naturalness. The exhibition displays works he engraved at the age of 65. It's no small achievement to engrave the seal characters in even thickness and clear lines.

Due to his father's work in cultural relics, Li had access to bricks and tiles from the Qin and Han dynasties during his childhood. His passion for calligraphy and seal engraving was ignited at an early age. Besides borrowing calligraphy samples for practice, he also exposed himself to diverse scripts like the stone inscriptions from the Northern Wei dynasty and the seal script in the Qing dynasty. As time passed, the scripts and strokes of various schools cemented in his mind. 'Instead of pursuing fame, we should embrace calligraphy leisurely and wholeheartedly to appreciate the depth of Chinese culture,' said Li.



▲ Seal carving *Ink Play*

I admire the vigour and antiqueness of Li's calligraphy. He mentioned that the spirit of Chinese calligraphy, however, had moved from the 'Age of Study Room' (for conveying virtuous values) to the 'Age of Gallery' (for the sake of experimenting with art forms). 'Calligraphy is sometimes performed as dance or music. But when calligraphy becomes a behavioural art, when form takes precedence over meaning, how can it still cleanse the soul?'

J. Lau

「閒庭信步——李剛田書法篆刻作品展」於善衡書院陳震夏館地下展覽廊舉行，展期至10月11日，免費入場。查詢：shho-college@cuhk.edu.hk。

The Chinese Calligraphy and Seal Carving Exhibition is held until 11 October at the gallery on the ground floor of Chan Chun Ha Hall, S.H. Ho College. Admission free. Enquiries: shho-college@cuhk.edu.hk.

口談實錄 / VIVA VOCE

黃永成教授

Prof. Wong Wing-shing

善衡書院院長

Master of S.H. Ho College

院長一職幾近全天候待命，黃永成教授甘之如飴，在這個山上的家做個不一樣的家長。

The Master of S.H. Ho College takes joy in being an atypical dad 24/7 in his hillside abode he calls home. ☺

出任善衡書院院長快一個學年了，苦樂如何？

苦絕對說不上，只是書院活動頻繁，用的時間多了，作息日程不像從前固定，遇上突發事件即使是假日也須處理。樂的是多了在課餘接觸和了解不同學系的本科生。每星期我起碼出席兩晚共膳，晚上活動也會見到他們，跟之前在研究院主責行政規劃和領導研究生是迥然不同的體驗。太太本主力持家，現在也參與書院活動，並協助籌備每年約十次的茶聚，招呼學生。

年輕人嚮往離家的自由，書院以「家」為核心理念，會否產生矛盾？

說到「家」，我們強調的不是家長式的管束，而是一個互相尊重、像一家人般可以開誠溝通的和諧環境。事事由院方主導並非我們所願。學生是家的一分子，享其權利，也盡其義務，共同承擔責任。我更希望書院成為他們學習途上的避風港。只要回到書院，便可得到精神上的支援和補給。

如何吸引學生走出房間投入群體活動？

只可誘導，不能強迫。我們一直致力了解一小部分學生對活動不感興趣的原因，課業負荷重可能是其中之一，但相信不是全部。學生主動發起的活動定會較受歡迎，這是不變的道理。他們感興趣才會提出，且會認同，更會做得好。

可以舉一些具代表性的活動嗎？

我們希望藉活動培養學生的好奇心、同理心和不畏難的堅毅精神。例如醫科生自發組織的善衡書院醫學會曾建議為居港外傭做身體檢查，並推廣衛生，費用不菲，但意義重大。2012年成立的善衡跑隊，恆常參與的有三四十位師生。結伴練跑、參賽，既鍛煉自律和毅力，還可培養同儕的互勉互勵。書院曾支持學生參加國際賽事，以到南北韓三八線參加國際和平馬拉松最為特別。

任內有何想達成的目標？

我們的學生大都用心學習課程內容，可惜對事物好奇不足，也很少思考學習目標。雖然今時今日資訊手到拿來，但他們往往欠缺深究的主動，而只停留在表層的認知。如何藉書院經驗誘發學生的好奇心，驅動他們脫離被動或靜態的學習模式，是很大的挑戰。

跟學生相處可有借鏡父女關係？

女兒小時候我每晚都會為她讀故事。我性格較為內斂慢熱，她能誘發我感性的一面，我們相處像朋友般。希望學生也不會視我為高高在上的院長，而是能和他們輕鬆交流的朋友。

最喜愛這家的哪個角落？

「綠洲」。有數個晚上，我在那房間欣賞學生的小型音樂會，唱歌奏樂，隨意即興。在柔和燈光下，靠着豆子沙發，聽着音樂，遠眺對岸馬鞍山的點點燈光，煞是輕鬆愜意。

It has been almost a year since you became the Master of S.H. Ho College. What are the joys and pains?

No pains. But because College activities are always taking place, my schedule is less stable and there are times I have to deal with emergencies during the holidays. As for joys, I am happy for the chance to get to know undergraduates across different academic disciplines. I attend communal dinners at least twice a week, and also see students during evening activities. It is a drastically different experience from my time at the Graduate School, when I was mainly responsible for institutional planning and supervising graduate students. My wife used to take care of household matters, but now she also takes part in College activities and helps organize the 10 tea gatherings with students throughout the year.

Young people long to be away from home, yet S.H. Ho makes 'home' its core value. Isn't it counterintuitive?

What we wish to bring out when we say 'home' is not paternalism, but a cosy, congenial environment where people respect and talk openly to each other like a family. We are trying to avoid top-down management. Students are part of this family—they enjoy rights and are bound to shoulder group responsibilities. More so, I hope our College can be a shelter in their learning journey. Here, they can find the spiritual support and replenishment they need.

What are the ways to get students out of their rooms to participate in group activities?

Only carrots, no sticks. There has been a small group of students who are lukewarm with event attendance, and we are trying to find out why. Heavy course loads can be one reason, but we don't believe it's the full story. Almost unfailingly, student-initiated activities are more popular, which is natural. Students are putting them forth because they feel interested; of course they are going to ace that.

Can you name some landmark events?

We hope to cultivate students' curiosity, empathy and indomitable spirit in the face of hardships. The students in our Medical Society once proposed to perform health checks for foreign domestic helpers in Hong Kong. Though the costs were exorbitant, the campaign was tremendously meaningful. Our Runner Force, founded in 2012 and joined by 30 to 40 teachers and students, has members jog together and run in international competitions. The drills instil self-discipline, stamina and comradery among the runners. The College also offers full support for students to join international contests, a particularly



memorable one being the DMZ (Demilitarized Zone) International Peace Marathon in Korea.

Any goals you want to achieve during your term of office?

While studying hard, most students are not curious enough and they seldom reflect upon their learning goals. Though information is everywhere, it's rare for students to show initiative in arriving at a thorough understanding, and as a result, their knowledge remains deplorably superficial. Heightening students' curiosity and hence pushing them out of the cocoon of passive and sedentary learning is a challenge I would like to take.

Do you take cues from the relationship with your daughter while interacting with students?

When my daughter was small, I read her a bedtime story every night. I am an introvert who warms up to people slowly. She can elicit my emotional side and we are like friends. I hope my students will not see me as an aloof and distant master, but a friend they can chat with casually.

What is your favourite spot in this home on the hill?

The Oasis. There were nights when I was partaking in students' mini-concerts, where they leisurely sang and played instruments as they improvised along the way. Under the tender light, I rested on the bean bag, listening to the flowing melodies and gazing far into the light spots winking on the opposite shore of Ma On Shan. It was mesmerizing and relaxing. 🎵

S. Lo